

ANOTHER FULL PAGE of MONEY-SAVING OPPORTUNITIES

FOR FRIDAY and SATURDAY.

If Price Inducements can do it, Friday & Saturday will be busy days here.

Hundreds of Customers visited this Store last Friday and Saturday. All were unanimous in saying that our prices were the lowest in the city. This week we offer the same high qualities at the same low prices—in some cases lower.

Come and see what we have to offer you.

New Fall Headwear at Bargain Prices.



WOMEN'S UNTRIMMED HATS.
Becoming Fall Hats of very fine felt, in shades of Nigger, Mole, V Rose, Wine, Tan, Saxe and Navy. They come in a popular broad, sailor style with wide rim that is strongly finished at the edge. A smart neat hat that is very desirable for Fall and Winter wear. Regular \$1.75 each. Friday and Saturday **\$1.45**

MISSIE'S FELT HATS.

One of the prettiest styles shown this season for Missie's wear. The front is slightly turned down, and a rosette of corded silk ribbon is prominently displayed at the front of crown; colors: Navy, Black, Fawn and Brown. Reg. \$2.25 each. Friday and Saturday **\$1.80**

Coat and Costume Materials.

NEW IMPORTATIONS.

SCARLET COATING.

When you look at this goods you will at once realize that you are being offered a rare bargain; it is a splendid Box Cloth in a good heavy weight and is an old value; 54 inches wide. Reg. \$3.00 yd. Friday and Saturday **\$2.65**

BLACK ASTRACHAN.

A good wearing material for Coats, Caps, Mitts or Collars, has a nice curl and a good weight; 50 inches wide. Reg. \$1.00 yd. Friday and Saturday **75c**

TWEED SUITINGS.

One of the most stylish fabrics shown today; a beautiful quality in a perfect weave that tailors delightfully. They come in checks and plain shades; 54 inches wide. Regular \$2.85 yd. Friday and Saturday **\$2.35**

BLOUSE FLANNELETTE.

This is a nice soft Blouse Flannelette, colorings of which are exceptionally fine. We advise those anticipating buying Blouse Flannelette to avail themselves of this bargain. Special for Friday and Saturday, per yard **22c**

Crockeryware.

White Stone Pudding Bowls. Reg. 20c. each for **15c**.
Cut Glass Water Jugs. Reg. 55c. each for **50c**.
Japanese China Mustard Pots. Reg. 20c. each for **15c**.
Fancy Stone Water Jugs. Reg. 45c. each for **40c**.
Clarke's Pyramid Candles. Reg. 35c. box for **32c**.
Holy Water Fonts. Reg. 45c. each for **40c**.
Printed Stone Porridge Plates. Reg. 12c. ea.; 3 for **33c**.
Glass Molasses Jugs, with tin covers. Reg. 22c. ea. for **20c**.
White and Gold Egg Frames, 3 cup size. Reg. 35c. for **30c**.
Stone Vases. Reg. 20c. each for **16c**.

Sweaters and Tams Underpriced.



CORDUROY VELVET TAMS.

Just the kind to wear with your Sweater Coat. A splendid selection of popular shades to choose from. Exceptional value at this low price. Regular 75c. each. Friday and Saturday **65c**

WOMEN'S SWEATER COATS.

Exceptionally good value are these Women's Sweater Coats. Knit in a popular heavy stitch with close-fitting collar and durable cuffs. The pocket tops and front are of contrasting stitch, which gives a clean cut appearance, and the low price at which it is priced makes it doubly attractive. Assorted self and two-tone colors. Regular \$2.40 each. Friday and Saturday **\$2.00**

Smallwares.

Bel Bon Talcum Powder. Reg. 8c. tin for **7c**.
Royal Vinolia Talcum Powder. Reg. 25c. tin for **21c**.
Standard Writing Pads. Reg. 13c. each for **10c**.
Carter's Fountain Pen Ink. Reg. 13c. each for **12c**.
Charlie Chaplin Dolls. Reg. 25c. each for **20c**.
Tennis Bats. Reg. 20c. each for **16c**.
Fancy Dress Pins. Reg. 15c. pair for **12c**.
Blouse Pins, sets of 5. Reg. 8c. set for **6c**.
Colored Cotton. Reg. 2c. reel; 3 reels for **4c**.
Photo Frames. Reg. 20c. each for **16c**.

MONEY-SAVING NEWS ON HOUSEHOLD NECESSITIES.

It is one proposition to save money on luxuries and an entirely different one to save on necessities. These offers concern necessities. You will soon realize that for day-in and day-out necessities our values are supreme.

WHITE BED SPREADS.

These are special bargains that our buyer snapped up at a low price. They are offered to you this week at a great saving. There are American Crochet Quilts in double bed size, with hemmed ends and fringed honeycomb. Regular \$2.00 each. Friday and Saturday **\$1.70**

SHEETING.

Pure White, Plain and Twilled Sheeting, 68, 78 and 80 inches wide. Better values than these we have not shown for some time; they are fairly close qualities and good wearers. Reg. 65c. yd. Friday and Saturday **59c**

TEA CLOTHS.

Full bleached tea cloths of fine Irish manufacture, in floral and fancy scroll designs. A row of hem-stitching gives a neat finish to this serviceable tea cloth which is of good quality damask; size 43 x 43 inches. Reg. \$1.45 each. Friday and Saturday **\$1.20**

Sideboard Cloths

Lace and insertion trimmed, and embroidered with openworked ends and wide hem. Two popular sizes, 13 1/2 x 67 and 13 x 54 inches. These Cloths are made of fine selected English Cotton, close and soft and will not shrink in the washing. Reg. 55c. each. Friday and Saturday **45c**

Hearth Rugs.

A dozen only Standard qualities. English made Hearth Rugs; Fawns, Reds, Greens and Browns in floral and Oriental designs; size 27 x 54 inches; fringed ends. Reg. \$3.90 each. Friday and Saturday **\$3.70**

CUSHION COVERS.

Serviceable Cushion Covers of fawn crash with edge of colored cord and silk embroidered centres in hand-some floral and scroll designs; also Tapestry in a hard wearing, fadeless quality with cord edge and colored Saten back. Reg. 95c. each. Friday and Saturday **75c**

DUCHESSE SETS.

Of fine Cotton with hem and openwork centres; in sets of four pieces. The runner measures 11 x 40 inches. Reg. 45c. each. Friday and Saturday **38c**

TURKISH TOWELS.

A very attractive assortment of Turkish Towels in stripes and plain white with fringed and hemmed ends. The materials are very soft and free from dressing of any kind. They come in a popular size for general use being 33 inches long and 18 inches wide. Reg. 25c. each. Friday and Saturday **21c**

JEWELS.

A very attractive assortment of Turkish Towels in stripes and plain white with fringed and hemmed ends. The materials are very soft and free from dressing of any kind. They come in a popular size for general use being 33 inches long and 18 inches wide. Reg. 25c. each. Friday and Saturday **21c**

Showroom Bargains.

Lines for which Fashion has expressed a preference.

CHILDREN'S BONNETS.

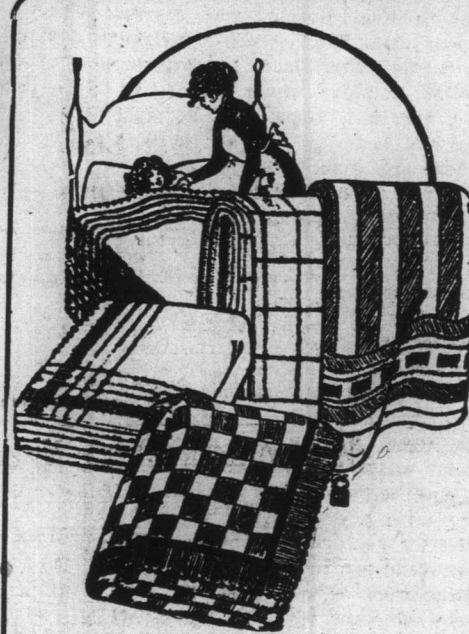
Cosy as can be are these carefully made bonnets of Velvet, finished in front with ruffled silk and rosettes; a little band of imitation Ermine passes through openings at the top and gives it a touch of daintiness. Reg. \$1.45 each. Friday and Saturday **\$1.25**

CHILDREN'S IMITATION FUR SETS.—Stoles and Collars in various shapes, with head clips for fastening, and pillow shaped Muffs. Good quality imitation fur in Grey and White and Fawn and White, well finished and lined with White Twilled Saten. This is a splendid saving chance that will attract many buyers. Reg. \$1.50 set. Friday and Saturday **\$1.30**

NECK SCARVES.—Beautiful Scarves of Artificial Silk and Cotton, with deep silk fringe at both ends; fashionable, bright shades of Pink, Saxe, Pale Blue, Grey, also Black, White and Cream. Reg. 30c. each. Friday & Sat'y **24c**

WOMEN'S COLLARS.—Of fine Muslin and soft Jap. Silk. The very newest sailor shapes, some with the popular pointed corners. Reg. 40c. ea. Friday & Sat'y **33c**

WOMEN'S CORSETS.—The very newest styles in Women's D. and A. Corsets of very fine White Coutil, in a variety of models to suit almost any figure. They are trimmed at top with fancy trimming, well boned, and fitted with four strong hose supporters; sizes 20 to 30. Reg. \$2.40 pair. Friday and Saturday **\$2.00**



COTTON BLANKETS.

Grey and White with Blue or Pink striped borders and plain White in a good heavy quality that will prove serviceable and give great wear. Considering the quality these Blankets are remarkably cheap at the regular price of \$2.50 pair. Special for Friday and Saturday **\$2.30**

PILLOW CASES.

Of soft, firm finish Pillow Cotton that's pure and free from dressing. They are made with a 2 inch hemstitched hem and finished with beautifully embroidered corners. The low price quoted below should prove specially inducing for these good quality Pillow Cases. Size 18 x 28 inches. Regular 45c. each. Friday and Saturday **36c**

FURNISHINGS FOR MEN. Values that Maintain Our Reputation for Moderate Prices.

MEN'S SHIRTS.

Fine quality Negligee Shirts, made coat style, soft double cuffs attached, full yoke, double stitched seams. Comes in neat assorted Fawn, Black or Blue stripes. Sizes 14 to 17. Will give excellent wear. Reg. \$1.50 each. Friday and Saturday **\$1.25**

MEN'S "JOB" COLLARS.

Assorted qualities, in a variety of popular styles. Collars that sold regularly at 18 and 20 cents each. All sizes from 12 1/2 to 18, but not all sizes in any one line. Special for Friday and Saturday **15c**

BOYS' SWEATER COATS.

Made from a good weight Cotton and Wool yarn that will stand hard wear. Two pockets, close ribbed front and cuffs. Sizes 30, 32 and 34. Reg. values to \$1.40 each. Friday and Saturday **\$1.10**

MEN'S SOFT HATS.

Made from good felt in the new popular style, with slightly turned brim and band to match; finished with leather sweat. This is a well proportioned hat and is becoming increasingly popular. Colors: Brown, Green and Grey. Reg. \$1.25 each. Friday and Saturday **\$1.00**

MEN'S BOOTS.

Black and Tan Knu Krome, a stout wet-resisting leather that will give great service. If oiled and cared for will prove extra durable and most satisfactory. Reg. \$5.00 pair. Friday & Saturday **\$4.60**

MEN'S MOOSE CALF BOOTS

Warm boot for cold weather with heavy viscolized soles; neat Blucher shapes in Tan only with perforated self tip. Reg. \$5.85 pair. Friday and Saturday **\$5.40**

MEN'S HANDKERCHIEFS.

Made from soft White Cambric with borders in fancy designs and colors, the predominating shades being Khaki, Blue and Black. Size 17 x 17 inches. Reg. 17c. each. Friday and Saturday **14c**

NAVY NAP CLOTH.

A good heavy weight, in fact one of the best nap cloths we have ever stocked. We recommend it without any hesitation as a good value. Navy only 56 inches wide. Reg. \$6.20 yd. Friday and Saturday **\$5.50**

MEN'S TIES.

A pleasing variety; made in the newest wide end, shield knot or derby shape of a good quality neckwear material of artificial silk and cotton mixed. They come in a choice assortment of up-to-date patterns and colors. Reg. 25c. each. Friday and Saturday **20c**

BOYS' WINTER WEIGHT UNDERWEAR.

Made from a fine quality union yarn, neat, close fitting cuffs and ankles. A suit that will wash and wear well. Sizes 24 to 32. Reg. to \$1.00 garment. Friday & Sat'y **85c**



FANCY ART SILKS.

These Silks were purchased at a very-much-less than the maker's usual price and we pass on the saving to our customers to-morrow. They are 19 inches wide in pretty combination and contrasting stripes, are suitable for Blouses, Dresses, trimmings and drapery of all kinds. Reg. 85c. yd. Friday and Saturday **58c**

The Royal Stores Ltd.

BLOUSES AND SHIRTWAISTS.

A collection of smart Blouses and Waists, including some of the latest New York models in Cream, Chalk, Cottons and other materials suitable for present wear. This assortment is bound to please as the styles are as varied as they are numerous. Reg. \$1.20 and \$1.25 ea. Friday & Sat'y **\$1.00**



Evening Telegram Fashion Plates

Home Dressmaker should keep a Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

A POPULAR MODEL.



In these days of Domestic Canning and preserving, a style will be very acceptable and desirable. In blue gingham, seersucker, chambray or makes an ideal house dress. It may be finished in wrist length. Pattern is cut in 7 sizes: 34, 36, 42, 44 and 46 inches bust. Size 36 requires 5 1/2 yards of material. The lower edge is about 2 1/2 yards. Pattern of this illustration mailed on receipt of 10 cents or stamps.

A POPULAR STYLE.



Girls' one-piece, plaited dress, made in either of two lengths. These are now wearing these box dresses. The one piece style is comfortable and becoming to girls. The sleeve in wrist is finished with a shaped cuff. Pattern is cut in 4 sizes: 8, 10, 12 and 14 years. Size 12 requires 4 1/2 yards of material. Pattern of this illustration mailed on receipt of 10 cents or stamps.

No.

Full:—

Notic Association! Employment Committee

able the Committee to find agent for honourably discharged and Naval Reservists, seeking help, and men employment, should communicate with to
W. MATTHEWS, Secretary,
Colonial Bldg., St. John's.

'S LINIMENT CURES GAB-GET IT NOW.